

# The LEAFLET



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## City Receives Top Marks from Residents and Businesses

*9 out of 10 residents and businesses are satisfied with city services*

Every two years, the City conducts an independent, statistically significant survey designed to gauge the community's satisfaction, priorities and needs as they relate to services and facilities provided by the City. The 2010 survey, conducted during November 2010 – January 2011, sampled 400 individuals drawn from registered voters in the City and 200 business owners and managers.

### So how do residents rate quality of life in Lake Forest?

Nearly every resident surveyed (96%) rated the quality of life in Lake Forest as excellent or good.

### How about businesses?

A majority of businesses (78%) rated the business climate in Lake Forest as excellent or good.

### What are the top priorities for residents?

Top priorities identified by residents for the next two years include increasing crime prevention and safety (11%), reducing traffic congestion (9%), and improving parks and increasing recreational opportunities (8%).

### What are the top priorities for businesses?

Top priorities for businesses over the next two years include expanding commercial and industrial zones in the City (15%), continuing to maintain and improving the infrastructure (12%), and supporting local businesses with events, services, and increased communication (12%).

The survey highlights public opinion in regards to local issues, overall satisfaction, and satisfaction with specific services such as police services, planning and permitting, code enforcement and neighborhood issues, road and landscape maintenance, recreation amenities and programming, and communications. The City uses the information gathered by the survey to guide strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting and planning.

"I am pleased to note that over the past ten years, both residents and businesses are increasingly more satisfied with City services," said Robert C. Dunek, City Manager. "While we take great pride in our accomplishments, our job is to continue to improve, and the feedback from this survey will guide our future efforts in continuing to meet the community's needs and priorities."

A full report of the survey results is available on the City's website at [lakeforestca.gov/2010Survey](http://lakeforestca.gov/2010Survey).



## I Love My Lake Forest Park... Page 6

By Brian Buscombe

## CITY MANAGER'S



### Message

#### Survey Says...

The Leaflet's cover story highlights that an overwhelming majority of residents (91%) and businesses (90%) sampled in the 2010 Resident and Business

Survey – overall – were satisfied with the City's efforts to provide municipal services. According to True North Research, the independent survey research firm commissioned to conduct the survey, Lake Forest residents and business owners/managers continue to be one of the most satisfied communities that the firm has ever encountered.

We certainly appreciate the positive feedback, and are motivated more than ever to continue meeting, and exceeding, your expectations. The survey results, which represent your interests, become a driving force in the City's Five-Year Strategic Business Plan, which is currently in development for 2011-2016. Similar to the private sector, the Strategic Business Plan is a tool that allows the City to assess its current status, forecast future revenues and expenditures, and identifies projects and programs for the upcoming five years. The Community Survey results are used by the City Council to make sound, strategic decisions regarding new services, service enhancements, and plans for new projects, programming, facilities, and amenities, which are then documented in the Strategic Business Plan. The Strategic Business Plan also serves as the foundation for Lake Forest's Annual Operating and Two-Year Capital Improvement Project budgets.

In addition to the public workshop (see above right), a draft of the 2011-2016 Five-Year Strategic Business Plan is tentatively scheduled for the May 3 City Council meeting, with final adoption scheduled in June. Community members interested in participating in the development of the Plan are invited to attend these public meetings. The 2011-2016 Five-Year Strategic Business Plan will be available on the City website this summer, along with the Operating and Capital Improvement Project budgets. For more information, please contact Debra Rose, Deputy City Manager/Management Services Director, at 461-3414.

Sincerely,

*Robert C. Dunek*

Robert C. Dunek,  
City Manager

## Five Year Strategic Plan Workshop

Community members are invited to attend the Five Year (2011-2016) Strategic Plan development workshop on Tuesday, March 29 at 6:00 p.m. at Lake Forest City Hall (25550 Commercentre Drive).

## Fair Housing Opportunity is the Law



The City of Lake Forest is committed to furthering fair housing practices in the community. If you or someone you know has a fair housing question or issue that needs to be addressed, please call the City's Housing Manager at 461-3471. The City cooperates with the Fair Housing Council of Orange County to eliminate discriminatory practices county-wide. An impediment to fair housing opportunity is any policy or practice that denies or adversely affects the provision of housing to a person in any protected class.

## Upcoming City Council Meeting Dates

City Council meetings are held on the first and third Tuesday of every month starting at 7:00 p.m.

- Tuesday, March 15
- Tuesday, April 5
- Tuesday, April 19
- Tuesday, May 3

# Lake Forest Redevelopment Funds on the Chopping Block?



You may have heard the recent uproar in cities throughout the state in response to Governor Jerry Brown's 2011-2012 fiscal year budget, which includes the elimination of all 425 redevelopment agencies throughout the state, including Lake Forest's. Why should you care? Because in Lake Forest, redevelopment builds and improves our community, promoting job growth and property values. Redevelopment also revitalizes and improves infrastructure and properties within the redevelopment area through projects such as the following:

## El Toro Road Landscape and Improvement Project

- Remedied traffic congestion
- Beautified the roadway
- Enhanced the pedestrian orientation of the corridor
- Encouraged private property owners to reinvest in the area
- Resulted in the creation of the "Arbor on El Toro" commercial district that includes The Orchard and the Home Depot Shopping Center

## The Orchard and Home Depot Shopping Centers

- Transformed dated and dysfunctional properties into new shopping centers
- Provided additional retail, dining, and services to local residents
- Provided a regional attraction and community focal point

## Community Improvements

- New traffic signals and storm drains
- Development of a community room at the El Toro Library

## Potential Upcoming Projects

- Improvements to the exterior of the El Toro Branch Library
- Landscape, lighting, and street improvements on Jeronimo Road, Rockfield Blvd., and El Toro Road

Last year, the State of California passed legislation, which required a payment of \$1.2 million from the Lake Forest Redevelopment Agency, and a total of \$1.7 billion from redevelopment agencies statewide, to help balance California's budget. That was \$1.2 million that came from a portion of the property taxes

generated by the properties located in the Redevelopment Project Area in Lake Forest that should have been used by our community for our community. These funds paid to the State were in addition to the funds the Redevelopment Agency already shares with other special districts in the community. For example, the Agency shares its funds with the local school district. Over the past five years, the Lake Forest Redevelopment Agency generated \$5 million for the Saddleback Valley Unified School District and \$970,870 for the South Coast Community College District. These funds were used by the districts to pay for operations and facility improvements.

Following the State's take of local funds last year, voters statewide overwhelmingly passed Proposition 22 in the November election by 61% of the vote, to prevent the Legislature from raiding redevelopment agencies again. The League of California Cities believes the Governor's plan violates the will of voters who supported Proposition 22, and has issued a press release stating their intention to fight the Governor's Plan.

Although Lake Forest would remain fiscally sound, without a Redevelopment Agency, there will be significantly fewer funds available to put towards important redevelopment projects. Redevelopment projects are important to our community because they eliminate blight by improving public infrastructure and promoting revitalization of property, thereby advancing economic revitalization along El Toro Road.

This is an evolving issue and we will keep you informed as new developments occur. For more information, contact Redevelopment at 461-3567.





## Capital Improvement Projects Update:

# Concourse Park and Mountain View Park Improvements Scheduled for Kick Off

Spring is just around the corner, and that means warmer weather perfect for spending time outdoors! And what better place to enjoy the outdoors than at your local park! For those of you who live close to Concourse Park and Mountain View Park, you'll be excited to hear that park improvements are just around the corner. Construction is expected to begin lat-

er this month, which will include the installation of new play equipment, shade structures, outside exercise equipment, landscape and irrigation improvements, new restroom buildings and other related site improvements. Both parks are expected to be open by early summer. For more information, call 461-3480.

### Concourse Park



## Looking for a Pet? Visit Lake Forest Pet of the Week!

Visit the City's website to meet the Lake Forest "Pet of the Week!" The "Pet of the Week" is a joint effort between the City and OC Animal Care to find a forever home for adoptable Lake Forest animals. A new pet is featured each week, along with an update on the adoption status of the previous Pet of the Week.

Last year there were over 11,000 successful adoptions of dogs, cats and other animals from OC Animal Care. Visit [www.ocpetinfo.com](http://www.ocpetinfo.com) for more available animals that are in need of warm and loving homes. For more information, contact OC Animal Care at 249-5160 or visit them at [ocgov.com](http://ocgov.com).

[www.lakeforestca.gov/pet\\_of\\_the\\_week](http://www.lakeforestca.gov/pet_of_the_week)



# Having a party?

## Reserve your park space online!

With the weather warming up, now's the perfect time to start planning family reunions, birthday parties, and good ol' fashioned cookouts! And what better place to host a party than your very own Lake Forest park!

Lake Forest residents and non-residents can reserve gazebo areas at Pittsford Park, Serrano Creek Park, and El Toro Park for a nominal fee (\$25 for residents, \$150 for non-residents). As a reminder, bounce houses and alcohol are not allowed at City parks.

To reserve your park space: Visit [www.lakeforestca.gov](http://www.lakeforestca.gov)

- Under City Services, click on "Online Recreation Registration"
- Click on "Facilities"
- Click on "Book Facility by Location" and proceed with your reservation booking

For more information, please contact Community Services at 461-3450.



## "Develop a Winning Business Plan" – Free Business Workshop

The City of Lake Forest and SCORE Business Counselors are co-sponsoring the "Develop a Winning Business Plan" workshop on Thursday March 31, 2011, from 5:00 p.m. to 8:00 p.m. at Lake Forest City Hall, 25550 Commercentre Drive. This free workshop will provide current and prospective entrepreneurs with information on the following:

- Step-by-step instructions on creating a realistic business plan
- Understanding how to monitor progress
- Creating an effective roadmap for growth and financial viability
- Strategies for outlining business goals
- Conceptualizing, writing, and implementing an operational plan
- Tips on how to plan early and avoid costly mistakes

This informative workshop will be presented by Bonnie Copeland from SCORE. Ms. Copeland is an experienced entrepreneur and business manager, with extensive executive management experience with reputable companies such as Hughes Aircraft, Shell Oil, and Disney Corporation.

Seating is limited! Please contact Jessica M. Gonzales, Economic Development Specialist at 461-3567 or at [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov) to RSVP for this workshop or to obtain more information. Light dinner refreshments will be provided.





## I Love My Lake Forest Park – Lake Forest Park

By *Brian Buscombe*

### The Forest

Shadows danced through the trees,  
as the wind guides the morning sun to the creek below.  
Ripples of broken reflections are disturbing the once  
tranquil calm, As tiny waterfalls flow over mossy pebbles  
in this land of enchantment.

The birds huddle together on the swaying branches,  
as rainbows of swirling leaves carpet the forest floor.  
Flurries of raindrops suddenly give birth to nature's ever  
changing moods. The once gentle flowing creek slowly rises  
over its banks creating small islands of lakes that seduce its  
peaceful landscape.

As time passes, calm appears, and quiet once again  
returns the forest to its own serenity.

Heaven is nested in this forest of dreams.

**Parks  
Make  
Life  
Better!** Thanks for sharing Brian, and we hope you enjoy your goodie basket! If you'd like to share why you love your Lake Forest park, submit an article of 250 words or less and it could be featured in an upcoming issue for all to see. Selected authors will receive a goodie basket filled with all sorts of park-worthy treats! Entries can be dropped off at City Hall or emailed to [ParksMake-LifeBetter@lakeforestca.gov](mailto:ParksMake-LifeBetter@lakeforestca.gov). or more information, call 461-3544. See you at the park!



## Household Cleaners... Found Around the House

Natural, nontoxic alternatives to high-priced detergents and cleaners are not only easy to use – but are also easy on the pocketbook. Wondering where to find these great cleaners? It's easy – just look in your pantry! It is always recommended to test any cleaner on a small, inconspicuous area prior to use.



**White Vinegar** is remarkably versatile for cleaning throughout the house. *Laundry:* ½ to 1 cup of vinegar during the laundry rinse cycle as a fabric softener. *Kitchen:* one-part vinegar to one-part water (1:1) to clean kitchen surfaces. (test on grout and tile before using)

**Baking Soda** serves dual purposes, as an abrasive cleaner and a frontline odor fighter. *Kitchen:* make a paste with water for tough stains on your counter, or store an open box in the fridge to keep it smelling fresh. *Laundry:* use water and baking soda paste on most fabrics to remove stains.

**Rubbing Alcohol** added to vinegar-water solution will solve all your glass and mirror issues. To take this Go Green one step further, use newspaper print to clean the glass. Newsprint doesn't streak or smear, and makes the surface a lot cleaner. *Kitchen:* use rubbing alcohol to cut grease off switch plates, phones, and other frequently handled items.



**Lemon's** cleaning powers extend beyond a fresh scent. Its acidic properties can cut through grease and grime better than most manmade products. *Living Room:* use a ratio of one-part lemon juice to two-parts olive oil (1:2) for an all-natural furniture polish; finish off with a soft, dry cloth (recycled, of course). *Kitchen:* Halve lemon and sprinkle with baking soda to scrub dishes. Dump leftover lemon (or orange) peel into your garbage disposal to eradicate nasty odors.

For more information, contact Public Works at 461-3480.

# Recreation/Events Calendar

## Spring 2011 (March, April, May)

### MARCH

#### Band Nights at the Skatepark

6 pm-10 pm  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$5 per person



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### APRIL

#### Band Nights at the Skatepark

6 pm-10 pm  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$5 per person



15

#### Bunny Blast: "An Egg Wonderland"

11 am-3 pm  
El Toro Park  
(23701 Los Alisos Blvd)  
Fee: Free (nominal fee  
for games, activities,  
and food)



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### APRIL

#### Spring Breakout Camp

8 am-6 pm  
Lake Forest Community Center  
(25550 Commercentre Dr)  
Fee: \$128 (resident)  
Pre-registration is  
required for this program



18-22

#### Sleepy Hollow Hike

9 am-11:30 am  
Concourse Park  
(18931 Saddleback Ranch Rd)  
Fee: \$5 (includes snack  
and bottled water)  
(Participants must  
pre-register for this hike)



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#### Spring Skate Egg Hunt at the Park

11 am-1 pm  
Etnies Skatepark  
(20028 Lake Forest Dr)  
Fee: \$5 per person  
Egg Hunt will take place at 11:15 am



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#### The Gathering – Where Art Meets Skateboarding

6 pm-10 pm  
Etnies Skatepark (20028 Lake  
Forest Dr) Fee: \$5 per person



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### MAY

#### Rancho Days Fiesta at Heritage Hill Historical Park

11 am-3 pm  
Heritage Hill Historical Park  
(25151 Serrano Rd)  
Fee: \$3 children 3-12 yrs old;  
\$4 adults (pay at door)



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#### Free Mammograms

8 am-1 pm  
Lake Forest Community Center  
(25550 Commercentre Dr)  
Fee: Free  
For appointments call:  
YWCA North Orange County  
(714) 871-4488, ext 207

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We have fun summer activities  
coming your way! Look for  
more info in your Summer

*Leisure Times*

at the beginning of May!

Summer registration will  
begin on Tuesday, May 17.



"Nectar – Official City of Lake Forest Mascot"

# Bunny Blast: "An Egg Wonderland"

Saturday, April 16 • 11:00 a.m. - 3:00 p.m.

Join us for a hopping good time! Enjoy a fun-filled day for the whole family with activities including game booths, crafts, face painting, a balloon artist, and an egg scramble. Delight in the entertainment, including a strolling magician, DJ, and music. And don't forget the Queen of Hearts who will be holding court along with Alice and her Wonderland friends. Don't be late for this very important date!

**Fee: Free** (nominal fee for games, activities and food)

**Location: El Toro Park** (23701 Los Alisos Blvd)

**For more info on any of these activities, please contact Community Services at 461-3450.**





City of Lake Forest  
25550 Commercentre Drive  
Lake Forest, CA 92630

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## Important City Telephone Numbers



OC Animal Care . . . . . 249-5160  
Building Division . . . . . 461-3470  
Building Inspection . . . . . 461-3468  
City Clerk . . . . . 461-3420  
City Council . . . . . 461-3420  
City Manager's Office . . . 461-3410  
Code Enforcement . . . . . 461-3474  
Community  
Policing Center . . . . . 461-3530  
Etnies Skatepark . . . . . 916-5870  
Graffiti Hotline . . . . . 461-3583  
Planning . . . . . 461-3491  
Public Works . . . . . 461-3480  
Recreation . . . . . 461-3450  
Redevelopment . . . . . 461-3567

## IMPORTANT CITY WEBSITES

City  
[www.lakeforestca.gov](http://www.lakeforestca.gov)  
Economic Development  
[www.lakeforestbusiness.com](http://www.lakeforestbusiness.com)  
Lake Forest Redevelopment Agency  
[www.thearbor.info](http://www.thearbor.info)  
Etnies Skatepark of Lake Forest  
[www.etnies skatepark of lake forest.com](http://www.etnies skatepark of lake forest.com)



The Leaflet is published by the City of Lake Forest and is distributed as a public service to the homes and businesses of the city. The City of Lake Forest welcomes your comments, suggestions and questions regarding The Leaflet. Please call or write:

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City of Lake Forest  
25550 Commercentre Drive  
Lake Forest, CA 92630  
461-3400



[www.lakeforestca.gov](http://www.lakeforestca.gov)

# "EXPAND THE FOREST"

The Expand the Forest program allows members of the community to dedicate trees in memory of departed loved ones or to commemorate special occasions while encouraging the expansion of our urban forest. Trees are \$70 and are planted and maintained by the City. There are eight different species of approved trees which may be planted in almost any public property location, including City parks and green belts.



**For more information, please call the Public Works Department at 461-3480.**

SPONSORS	TREE SPECIES	LOCATION	DEDICATION
Mr. and Mrs. James S. Asimakis	California Sycamore	Foothill Ranch Community Park	In Memory of Our Beloved Mother Hermina M. Hill
Sadeth & David Lee and Family	California Sycamore	Tamarisk Park	For Our Loving Mother, Theng Van Ea
Sadeth & David Lee and Family	California Sycamore	Tamarisk Park	In Loving Memory of Our Father, and Grandfather, Chhong Ea
Sadeth & David Lee and Family	California Sycamore	Tamarisk Park	In Loving Memory of Eng, He-Leng (Suos, Him) Grand and Great Grandfather; and Sam Thong, Grand and Great Grandmother
Elaine Glenn & Family	Magnolia	Borrego Park	Ann Breslin Wilfert, The Light of Our World
Elaine Glenn & Family	Magnolia	Borrego Park	Paul Mifsud, Forever In Our Hearts and Memories
Elaine Glenn & Family	Magnolia	Borrego Park	Helen Mifsud, Forever In Our Hearts and Memories
Jeanne Blenkinsop	California Sycamore	Peachwood Park	In Memory of My Friend Marion Trumpf
Lorraine & Donald Ghent	Magnolia	Borrego Park	Abraham Patt & Julius Partowitz
Tavella Place Families	California Sycamore	Borrego Park	For Peter Wagner, Loving Husband, Father, and Neighbor
Dan & Gay Ramella	Magnolia	Borrego Park	In Memory of Richard and Fumi Boyington
The Cabrera Family	California Sycamore	Borrego Park	Luigia (Gina) Del Giacco